ABSTRACT OF THE DISCLOSURE

A system, method, and computer program product for self-authenticating an end-user of one of multiple service providers, each of the service providers having end-users connected to a common network. A digital repository is populated with information

5   regarding the service providers, the end-users and service description information for the end-users. New devices are detected as they are connected to the high-speed network, and are allocated a limited amount of bandwidth. The end-user is given access to an authentication application. Based on the information entered by the end-user, the database is queried to determine a level of service purchased by the end-user from their service provider. The end-

10   user is then allocated the appropriate level of service.